



STATE OF IOWA

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OFFICE OF DRUG CONTROL POLICY
GARY W. KENDALL, DIRECTOR

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New Iowa Drug Control Award To Recognize Leadership Through Innovation

The Director of the Governor's Office of Drug Control Policy today announced the creation of a new Innovation, Determination and Excellence in Action (IDEA) award to recognize exemplary community service initiatives that demonstrate innovative leadership in reducing the dangers of alcohol and other drug abuse.

"Thousands of Iowans are helping to make a difference in their neighborhoods, schools, businesses, communities and beyond, by successfully preventing or treating drug abuse, or enforcing drug laws," said Gary Kendall, who also serves as Iowa's Drug Policy Coordinator. "The annual IDEA award will honor Iowans who push the envelope with innovative techniques to reduce substance abuse in our state."

Those eligible for the IDEA award program include public and private sector professionals and volunteers, as well as organizations. Nominees must have made an outstanding contribution to reducing substance abuse through innovation that is consistent with ODCP's mission: "to serve as a leader and a catalyst for improving the health and safety of all Iowans by promoting strategic approaches and collaboration to reduce drug use and related crime."

"It's important to emphasize what works when tackling Iowa's substance abuse challenges," said Kendall. "But, if we want to strive for even better outcomes addressing drug related problems, we also need to hold up promising new approaches."

Nominations are due by December 1, and the inaugural IDEA award will be presented in January. For more information on the Office of Drug Control Policy Director's IDEA award, or to submit a nomination, go to www.iowa.gov/odcp.